

ABSTRACT

An exhaust gas purifying catalyst for purifying exhaust gas discharged from an automotive internal combustion engine. The exhaust gas purifying catalyst comprises a monolithic substrate. A
5 HC adsorbing layer for adsorbing hydrocarbons (HC) is formed on the monolithic substrate. The HC absorbing layer contains zeolite. A catalytic layer for producing hydrogen (H_2) and reducing NO_x is formed on the HC adsorbing layer. The catalytic layer functions to produce hydrogen (H_2) from at least one of hydrocarbons and carbon
10 monoxide (CO) and to reduce nitrogen oxides (NO_x) with the produced hydrogen and at least one of hydrocarbons and carbon monoxide in exhaust gas.

15

20